

MAR DEL PLATA AND PUNTA DEL ESTE

Between Permanence and Renovation

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The article presents an analysis that enables to establish the relationship between tourism history and conceptual categories around the permanence and renovation of the image of the resort cities Mar del Plata (Argentina) and Punta del Este (Uruguay). This dialogue allows the reflection on the necessary complementarity of the conceptual and the empirical on the basis of a building integrator process. Based on recent research done at universities in Argentina and Uruguay, newspaper articles and electronic resources, the authors sought to develop categories within the framework of economic, social and cultural process. References are taken from different authors about the image, and at the same time conceptual categories are developed with the goal of providing explanations that cover the medium and long term.

KEY WORDS: *tourism, categories, image, trade, region, resort towns.*